

# SNAP-Ed Works for Iowa

## Hunger



Nearly **20%** or 1 in 5 children in Iowa is food insecure.<sup>1</sup>



About **1 in 8** older Iowans age 60+ risks facing hunger each day.<sup>2</sup>

## Overweight/Obese



More than **1 in 3** Iowa 3rd grade students are overweight or obese.<sup>3</sup>



**67%** of adult Iowans are overweight or obese.<sup>4</sup>

## The Challenge

### Poverty, Nutrition & Physical Activity

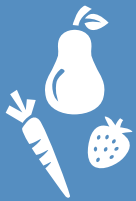


**45%** of Iowans below poverty eat fruit less than daily compared to 38% at or above poverty.<sup>5</sup>

**32%** of Iowans below poverty eat vegetables less than daily compared to 24% at or above poverty.<sup>5</sup>

**51%** of Iowans below poverty did not meet aerobic or strength guidelines compared to 40% at or above poverty.<sup>5</sup>

## Iowa Nutrition Network SNAP-Ed Solution



The Iowa Department of Public Health is home to the Iowa Nutrition Network. The Network uses SNAP-Ed funds to help SNAP-Ed eligible Iowans choose healthy foods and physically active lifestyles given their limited budgets.



### Innovative Strategies:

- Partner with low-income schools to teach children to eat and grow fruits and vegetables.
- Link FoodCorps members and Local Food Coordinators to SNAP-Ed schools to expand Farm to School Programs.
- Use research-based marketing to broadly promote fruits, vegetables, dairy and physical activity.
- Arrange for take-home boxes of produce for seniors at Congregate Meal Programs.
- Help older adults maintain and increase physical strength and mobility.
- Show adults how to stretch their dollar with healthy foods.
- Work one-on-one with Hispanic grocers to promote fruit and vegetable sales.



### Did You Know?

The Iowa Department of Public Health and Iowa State University Extension and Outreach are the two SNAP-Ed Implementing Agencies in Iowa.

- Iowa Department of Public Health primarily serves youth and older adults.

- ISU Extension focuses on moms and other family caregivers.



### SNAP



**60%** of Iowa SNAP participants are female.<sup>6</sup>

**43%** of Iowa SNAP participants are under age 18.<sup>6</sup>

**14%** of Iowa households receiving SNAP have at least one adult 60+ years.<sup>6</sup>

### Key Partners



Private and public partners are critical to our work, increasing impact and reach.

- Department of Human Services
- Local school districts
- County Extension offices
- Agricultural commodity groups
- Iowa Department of Education
- County public health agencies
- Iowa Department on Aging
- WIC
- FoodCorps Iowa
- Grocery stores
- Area Agencies on Aging

# The Results

## Iowa Nutrition Network School Grant Program

Pick a **better snack**™



A 2011-2012 USDA SNAP-Ed study (Wave II) showed an increase in the amount of daily fruits and vegetables consumed among Iowa children participating in Pick a better snack™<sup>7</sup>.

*"He loves it because he is a picky eater. (Now) the boy will eat any type of fruit and loves to incorporate different food into his diet."* - Iowa parent



## Fresh Conversations



**FRESH**  
CONVERSATIONS



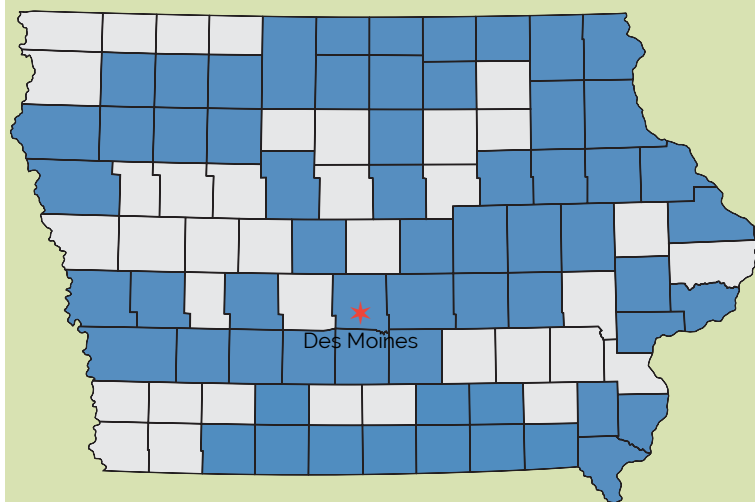
A recent study showed that older adults participating in 4+ Fresh Conversation sessions ate more nutritious foods than those in the control group.<sup>9</sup>

*"They loved it. These people who only sat in their chairs were up - moving, dancing, and smiling."* - Fresh Conversations Facilitator



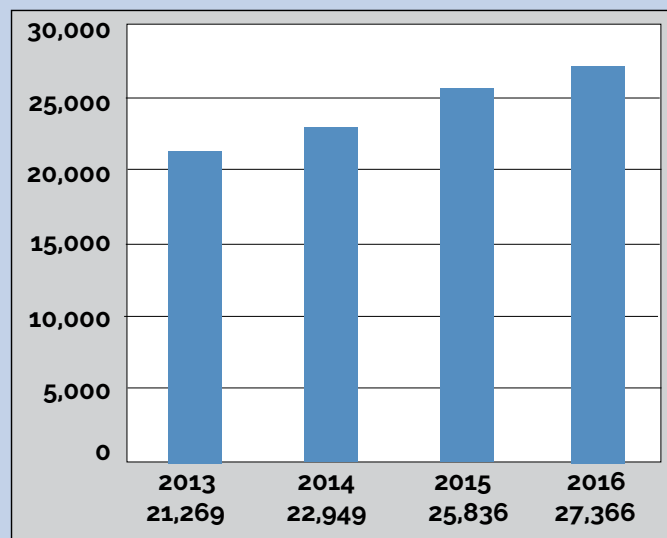
# FY2017 SNAP-Ed Funded Nutrition Education

## Iowa Nutrition Network (INN) SNAP-Ed programs



Counties with INN SNAP-Ed Programs.

## Total Number of INN SNAP-Ed Participants



### References

- <sup>1</sup> [www.feedingamerica.org](http://www.feedingamerica.org), 2014.
- <sup>2</sup> Iowa Department on Aging. Hunger Profile: Older Iowans, 2014.
- <sup>3</sup> IDPH BMI Assessment Project, 2010.
- <sup>4</sup> BRFSS, 2014.
- <sup>5</sup> BRFSS, 2013.
- <sup>6</sup> BRFSS, 2014.
- <sup>7</sup> DHS 2015, 2016.
- <sup>8</sup> Supplemental Nutrition Assistance Program Education and Evaluation Study (Wave II). Iowa Nutrition Network's BASICS for Nutrition and Physical Activity Program. Summary Volume I Report and Volume II Appendices. USDA, Food and Nutrition Service, Office of Policy Support. Nutrition Assistance Program Report. December 2013. [www.fns.usda.gov/research-and-analysis](http://www.fns.usda.gov/research-and-analysis), 2014.
- <sup>9</sup> Lillehoj, C.J., Yap, L., Montgomery, D., Shelley, M., Francis, S.L. Nutrition Risk Among Congregate Meal site Participants: Benefits of a Nutrition Education Program. Manuscript in preparation for the Journal of Nutrition Education and Behavior.)
- <sup>10</sup> SNAP-Ed EARS reports.



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[www.idph.iowa.gov/inn](http://www.idph.iowa.gov/inn)

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